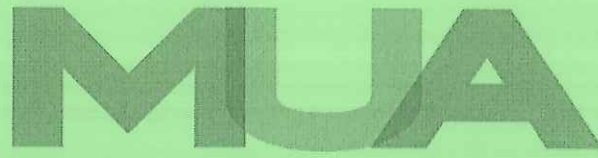


The
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UNDERGRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP

MKT 402 : INTERNATIONAL MARKETING

DATE: 3RD AUGUST 2018

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

A CASE STUDY OF SYDNEY CLOSET-PERSONALISED WEB SITE EXPERIENCE

In 2003, Phyllis Librach launched a Web site dedicated to providing plus-size prom dresses. Personalization has always been an underlying goal for Librach, who started the site after seeing her plus-size daughter attempt, in vain, to find a prom dress. "In a world where thin is in, I found it agonizing and unfair that millions of teens and young women like my daughter were fashion-starved for plus-size formal wear."

Since its launch, the company has significantly expanded its product selection by offering plus-size formal dresses for black-tie events, weddings, and cocktail events. In 2008, it introduced casual dresses. Its most significant merchandising strategy was the creation of Sydney's Closet Executives, a specially designed collection of dresses sold under the "Sydney's Closet" label.

By expanding its product line to include plus-size formal wear for occasions beyond proms, the site attracted a significantly wider demographic, ranging in age from 15 to 80.

The site attracts 10,000 to 25,000 unique visitors a day from all over the world. The company has recorded double-digit growth in revenue every year since its launch.

Required:

- a. In your own opinion, was Librach successful in his new product? (10 marks)
- b. Discuss the market research process required for such new product introduction (10marks)

- c. Highlight the challenges of website approaches in international marketing
(5Marks)

QUESTION TWO

Write short notes on the following concepts as used in international marketing

- a. Product extension (3marks)
- b. Communication adaptation (3marks)
- c. Product adaptation (3marks)
- d. Dual adaptation (3 marks)
- e. Geocentric (3 marks)

QUESTION THREE

- a) Compare and Contrast licensing and franchising in international marketing
(5 marks)
- b) In Kenya, some companies adopt domestic market extension concept. Explain the concept as used in international marketing (5 marks)
- c) Assess/ evaluate the importance of international marketing (5 marks)

QUESTION FOUR

- (i) Highlight the features of a joint venture as used in international marketing
(8marks)
- (ii) Explain the factors to consider in selecting pricing methods in international marketing
(7marks)

QUESTION FIVE

Differentiate the following terms as used in international marketing

- a. Dumping (5marks)
- b. Transfer pricing (5marks)
- c. Price escalation (5marks)

QUESTION SIX

- a. Evaluate the importance of economic environment to an international firm

(9 Marks)

- b. Argue three political risks associated with international marketing

(7marks)